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CLAIMS

We claim:

1. An insert for use in a wearer's shoe, comprising:
 - a surface upon which a wearer's foot is placed;
 - at least one visible symbol situated on the surface representing a desired placement of the wearer's foot; and
 - a material that forms at least a portion of the surface, wherein the material is capable of producing a visible record of an actual placement of the wearer's foot.
2. The insert of claim 1, wherein the visible record includes one or more markings associated with perspiration absorbed by the material.
3. The insert of claim 1, wherein the material is unfinished leather.
4. The insert of claim 1, wherein the material is a synthetic, poromeric material.
5. The insert of claim 1, wherein the visible record includes a change of a portion of the surface from a first color to a second color.
6. The insert of claim 1, wherein the visible record includes an appearance on the surface of an image.

7. The insert of claim 1, wherein the at least one visible symbol includes a form representing a desired placement of a toe.
8. An insert for use in a wearer's shoe, comprising:
a layer having a surface upon which a wearer's foot is placed, the layer being composed at least substantially of a material capable of absorbing perspiration and producing, in response to the perspiration, a visible record of an actual placement of the wearer's foot; and
at least one visible symbol situated on the surface representing a desired placement of the wearer's foot.
9. The insert of claim 8, wherein the visible record includes one or more markings associated with perspiration absorbed by the material.
10. The insert of claim 8, wherein the material is unfinished leather.
11. The insert of claim 8, wherein the material is a synthetic, poromeric material.
12. The insert of claim 8, wherein the visible record includes a change of a portion of the surface from a first color to a second color.
13. The insert of claim 8, wherein the visible record includes an appearance on the surface of an image.

14. The insert of claim 8, wherein the at least one visible symbol includes a form representing a desired placement of a toe.
15. The insert of claim 8, further comprising:
 - a second layer composed at least substantially of a second material for providing stiffness to the insert; and
 - a third layer composed at least substantially of a third material for providing air circulation to the foot.
16. An insert for use in a wearer's shoe, comprising:
 - a surface upon which a wearer's foot is placed; and
 - a material that forms at least a portion of the surface, wherein the material is capable of producing a visible record of an actual placement of the wearer's foot.
17. The insert of claim 16, wherein the visible record includes one or more markings associated with perspiration absorbed by the material.
18. The insert of claim 16, wherein the visible record includes a change of a portion of the surface from a first color to a second color.
19. The insert of claim 16, wherein the visible record includes an appearance on the surface of an image.

20. A shoe comprising:
- an upper; and
- an insert, comprising:
- a surface upon which a wearer's foot is placed;
- at least one visible symbol situated on the surface representing a desired placement of the wearer's foot; and
- a material that forms at least a portion of the surface, wherein the material is capable of producing a visible record of an actual placement of the wearer's foot.

21. The shoe of claim 20, wherein the visible record includes one or more markings associated with perspiration absorbed by the material.

22. The shoe of claim 20, wherein the material is unfinished leather.

23. The shoe of claim 20, wherein the material is a synthetic, poromeric material.

24. The shoe of claim 20, wherein the visible record includes a change of a portion of the surface from a first color to a second color.

25. The shoe of claim 20, wherein the visible record includes an appearance on the surface of an image.

26. The shoe of claim 20, wherein the at least one visible symbol includes a form representing a desired placement of a toe.
27. The shoe of claim 20, wherein the shoe is a child's shoe.
28. A method for determining a fit of a shoe on a wearer's foot, the shoe comprising an insert having on a surface thereof one or more visible symbols representing a desired placement of the wearer's foot, the insert being composed at least in part of a material capable of producing a visible record of an actual placement of the wearer's foot, the method comprising:
 - detecting on the insert the visible record;
 - determining a relationship between the visible record and at least one of the one or more symbols; and
 - determining, based on the relationship, the fit of the shoe.
29. The method of claim 28, wherein the visible record includes one or more markings associated with perspiration absorbed by the material.
30. The method of claim 28, wherein the material is unfinished leather.
31. The method of claim 28, wherein the material is a synthetic, poromeric material.
32. The method of claim 28, wherein the visible record includes a change of a portion of the surface from a first color to a second color.

33. The method of claim 28, wherein the visible record includes an appearance on the surface of an image.
34. The method of claim 28, wherein the at least one visible symbol includes a form representing a desired placement of a toe.
35. The method of claim 28, wherein the shoe is a child's shoe.